

TOOELE COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	54,375	56,536	58,214	3.0%	7
Total Non-Ag Employment	14,753	15,542	15,523	-0.1%	10
Non-Ag Avg Monthly Wage	\$2,998	\$2,941	\$3,142	6.8%	7
Per Capita Income	\$23,630	\$24,687	\$24,861	0.7%	17
Unemployment Rate*	3.2%	2.9%	3.8%	31.0%	13
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$60.5	\$71.0	\$78.9	11.1%	11
Travel & Tourism Related Employment**	1,338	1,145	1,089	-4.9%	11
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$2,142.3	\$6,778.3	\$7,529.4	11.1%	10
Transient Room Tax	\$166.8	\$232.8	\$230.9	-0.8%	18
Restaurant Tax	\$355.5	\$380.0	\$390.2	2.7%	10
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$559.6	\$548.1	\$563.7	2.8%	11
REGIONAL VISITATION COUNTS					
Willard Bay S.P.	325,933	192,224	159,424	-17.1%	
Antelope Island S.P.	250,886	281,266	256,901	-8.7%	
Utah Lake S.P.	265,271	270,836	284,740	5.1%	
Great Salt Lake S.P.	138,763	250,478	214,127	-14.5%	
Camp Floyd S.P.	15,850	15,018	16,331	8.7%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

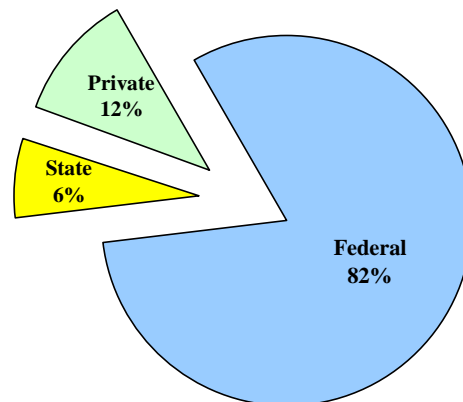
Land Ownership - 2008		No. of Acres	% Total
Total Acres in County		4,420,793	100.0%
Federal Government		3,641,183	82.4%
BLM		1,905,551	43.1%
US Forest Service		161,739	3.7%
National Park Service		--	--
National Wildlife Service		--	--
Other •		1,573,893	35.6%
State Government		313,161	7.1%
Utah State Parks & Recreation		564	0.0%
Utah State Wildlife Reserves		1,671	0.0%
State Trust Lands		257,985	5.8%
Other ••		52,941	1.2%
American Indian		19,501	0.4%
Private*		501,091	11.3%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2008



Tooele County Tourism Profile

